

### **III. Text Search Results from Dialog**

#### **A. Patent Files, Abstract**

File 371:French Patents 1961-2002/BOPI 200209  
(c) 2002 INPI. All rts. reserv.  
File 344:Chinese Patents Abs Jan 1985-2006/Jan  
(c) 2006 European Patent Office  
File 347:JAPIO Dec 1976-2009/Dec(Updated 100326)  
(c) 2010 JPO & JAPIO  
File 350:Derwent WPIX 1963-2010/UD=201026  
(c) 2010 Thomson Reuters

Set	Items	Description
S1	415602	OFFER OR OFFERS OR AD OR ADS OR ADVERTISEMENT? OR COMMERCIAL OR COMMERCIALS OR PROMOTION OR PROMOTIONS OR PROMOTIONAL()--MESSAGE?
S2	45590	S1(8N)(DELIVER? OR SEND? OR SENT OR DISTRIBUT? OR COMMUNICAT? OR PRESENT? OR TRANSMISS? OR TRANSMIT? OR FORWARD?)
S3	6244	CAMPAIGN OR CAMPAIGNS OR (MARKETING OR PROMOTION?) (5N)(PLAN OR PLANS OR STRATEGY OR STRATEGIES OR PROGRAM? OR EFFORT OR -EFFORTS OR ACTIVITY OR ACTIVITIES)
S4	796902	(DIFFERENT OR VARIOUS OR VARY? OR VARIED OR VARIETY OR VARIETIES OR DISTINCT OR SEPARATE OR SEVERAL OR DIVERSE) (6N)(LIFECYCLE? OR LIFE()CYCLE? OR TIMING? OR SCHEDULE? OR TIME(2N)(PLAN OR PLANS) OR TYPE?? OR KIND?? OR STYLE?? OR FORM?? OR APPROACH?? OR TECHNIQUE?? OR DESIGN?? OR METHOD??)
S5	4823495	RULES OR RULES OR INSTRUCTION OR INSTRUCTIONS OR GUIDE? OR DIRECTION?
S6	4973	(S1 OR S3)(8N)(TRIGGER? OR PROMPT? OR (SET OR SETS OR SETTING)()OFF OR INITIAT? OR START? OR BEGIN? OR COMMENC?)
S7	18751	S1(8N)(STAGE? OR TIER? OR STEP??? OR PHASE? OR LEVEL? OR SEQUENCE? OR SEGMENT? OR PERIODIC?)
S8	138	S3(6N)(DIRECT OR IMMEDIATE? OR INSTANT?)
S9	16	AU=( BERGH C? OR BERGH, C? OR BERGH (2N)(C OR CHRIS?))
S10	869	AU=( BAUER M? OR BAUER, M? OR BAUER (2N)(M OR MICHAEL OR MIKE))
S11	6	AU=( MICHON S? OR MICHON, S? OR MICHON (2N)(S OR SIDRA))
S12	1	AU=( MILOUSHEV Z? OR MILOUSHEV, Z? OR MILOUSHEV(2N)(Z OR Z-ACK))
S13	1	AU=( FURBISH K? OR FURBISH, K? OR FURBISH (2N)(K OR KEVIN))
S14	2	AU=( EVETT C? OR EVETT, C? OR EVETT (2N)(C OR CHARLES))
S15	6	AU=( ERMAN G? OR ERMAN, G? OR ERMAN (2N)(G OR GREG?))
S16	59	AU=( MANDEL J? OR MANDEL, J? OR MANDEL (2N)(J OR JOHN))
S17	951	S9:S16
S18	14	S17 AND S1
S19	4	S18 AND IC=(G06F OR G07G OR G06Q)
S20	1	S17 AND S3
S21	86	S2 AND S3 AND S4
S22	60	S21 AND IC=(G06F-017/60 OR G06F-0017/60 OR G07G-001/00 OR -G07G-0001/00 OR G06F-017/30 OR G06F-0017/30 OR G06Q-010/00 OR G06Q-0010/00 OR G06Q-030/00 OR G06Q-0030/00)
S23	46	S21 AND EC=(G06Q-010/00F OR G06Q-030/00A)
S24	4	S21 AND MC=(T01-H07C1 OR T01-H07C5 OR T01-H07C5A OR T01-J0-5A2 OR T01-J05B2)
S25	67	S22:S24

S26        20     S25 AND AY<2002  
S27        13     S25 NOT AY>2001  
S28        22     S26 OR S27  
S29        296    S2 AND S3 AND (S6 OR S7 OR S8)  
S30        71     S29 AND S5  
S31        85     S2(3ON)S5 AND S3  
S32        30     S31 AND (S4 OR S6 OR S7 OR S8)  
S33        22     S32 AND IC=(G06F-017/60 OR G06F-0017/60 OR G07G-001/00 OR -  
            G07G-0001/00 OR G06F-017/30 OR G06F-0017/30 OR G06Q-010/00 OR  
            G06Q-0010/00 OR G06Q-030/00 OR G06Q-0030/00)  
S34        20     S32 AND EC=(G06Q-010/00F OR G06Q-030/00A)  
S35        1     S32 AND MC=(T01-H07C1 OR T01-H07C5 OR T01-H07C5A OR T01-J0-  
            5A2 OR T01-J05B2)  
S36        26     S33:S35  
S37        9     S36 AND AY<2002  
S38        3     S36 NOT AY>2001  
S39        9     S37 OR S38

28/5/2        (Item 2 from file: 347)

DIALOG(R)File 347:JAPIO

(c) 2010 JPO & JAPIO. All rts. reserv.

07346685        \*\*Image available\*\*

MUSIC DISTRIBUTION SYSTEM, MUSIC DISTRIBUTION METHOD, RECORDING MEDIUM, AND PROGRAM

PUB. NO.:        2002-215176 [JP 2002215176 A]  
PUBLISHED:       July 31, 2002 (20020731)  
INVENTOR(s):      SUZUKI HIDEO  
APPLICANT(s):     CASIO COMPUT CO LTD  
APPL. NO.:        2001-013558 [JP 200113558]  
FILED:            January 22, 2001 (20010122)  
INTL CLASS:       G10K-015/02; G06F-017/60; H04N-007/18

#### ABSTRACT

PROBLEM TO BE SOLVED: To provide a music distribution system which automatically distributes music contents for an effective sales promotion for stores, and to provide a music distribution method, a recording medium, and a program.

SOLUTION: A music distribution system (server) 2 manages a plurality of sales promotion programs for various kinds of music which provide sales promotion for stores according to various kinds of store situations. Store situations such as clientele situations are collected from a store terminal 3A, a POS terminal 3B, or a in-store camera 3C provided in a store. A sales promotion program corresponding to the collected store situations is specified, and music contents contained in a music category set in the specified sales promotion program is acquired. The streaming distribution of the music contents is performed so that each of the music contents are played back in the store 3 according to a playback schedule set in the sales promotion program.

COPYRIGHT: (C)2002, JPO

US 2000739064 A 20001218  
US 2006358149 A 20060221

Priority Applications (no., kind, date): US 1999172279 P 19991217; US  
2000739064 A 20001218; US 2006358149 A 20060221

#### Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
WO 2001044979	A2	EN	20	4	

National Designated States, Original: AE AL AM AT AU AZ BA BB BG BR BY CA  
CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP  
KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG  
SI SK SL TJ TM TR TT UA UG UZ VN YU ZA ZW

Regional Designated States, Original: AT BE CH CY DE DK EA ES FI FR GB GH  
GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

AU 200124369 A EN Based on OPI patent WO 2001044979

US 20010032126 A1 EN Related to Provisional US 1999172279

TW 498251 A ZH

US 20060143086 A1 EN Related to Provisional US 1999172279  
Continuation of application US 2000739064

Alerting Abstract WO A2

NOVELTY - Each time a page is selected for viewing, a server includes a graphic that will be located in the banner advertisement region and the graphic is selected according to the campaign rules, which define what products are covered, if any discounts will be offered and to whom, to whom the advertisements will be displayed and the time period for the campaign. The effectiveness is judged according to evaluation of occurring events.

USE - Tracking effectiveness of advertising over the Internet system.

ADVANTAGE - Easy to use method compatible with current systems.

Title Terms/Index Terms/Additional Words: SYSTEM; TRACK; WEB;  
CAMPAIGN; EFFECT; EVENT; GENERATE; CUSTOMER; INTERACT; BASED; SESSION

#### Class Codes

International Classification (Main): G06F-017/60

International Classification (+ Attributes)

IPC + Level Value Position Status Version

G06Q-0030/00 A I F B 20060101

G06Q-0030/00 A I R 20060101

G06Q-0030/00 C I L B 20060101

G06Q-0030/00 C I R 20060101

ECLA: G06Q-030/00A

US Classification, Current Main: 705-014410, 705-014430; Secondary:  
705-010000, 705-014520

US Classification, Issued: 70510, 70514, 70514

File Segment: EPI;

DWPI Class: T01

Manual Codes (EPI/S-X): T01-H07C5S; T01-J05A1; T01-J05A2

## B. Patent Files, Full-Text

File 344:Chinese Patents Abs Jan 1985-2006/Jan

(c) 2006 European Patent Office

File 349:PCT FULLTEXT 1979-2010/UB=20100422|UT=20100415

(c) 2010 WIPO/Thomson  
File 348:EUROPEAN PATENTS 1978-201016  
(c) 2010 European Patent Office

Set	Items	Description
S1	653086	OFFER OR OFFERS OR AD OR ADS OR ADVERTISEMENT? OR COMMERCIAL OR COMMERCIALS OR PROMOTION OR PROMOTIONS OR PROMOTIONAL() - MESSAGE?
S2	111454	S1(8N) (DELIVER? OR SEND? OR SENT OR DISTRIBUT? OR COMMUNICAT? OR PRESENT? OR TRANSMISS? OR TRANSMIT? OR FORWARD?)
S3	12075	CAMPAIGN OR CAMPAIGNS OR (MARKETING OR PROMOTION?) (5N) (PLAN OR PLANS OR STRATEGY OR STRATEGIES OR PROGRAM? OR EFFORT OR - EFFORTS OR ACTIVITY OR ACTIVITIES)
S4	1279885	(DIFFERENT OR VARIOUS OR VARY? OR VARIED OR VARIETY OR VARIETIES OR DISTINCT OR SEPARATE OR SEVERAL OR DIVERSE) (6N) (LIFE CYCLE? OR LIFE()CYCLE? OR TIMING? OR SCHEDULE? OR TIME(2N) (PLAN OR PLANS) OR TYPE?? OR KIND?? OR STYLE?? OR FORM?? OR APPROACH?? OR TECHNIQUE?? OR DESIGN?? OR METHOD??)
S5	1643118	RULES OR RULES OR INSTRUCTION OR INSTRUCTIONS OR GUIDE? OR DIRECTION?
S6	18326	(S1 OR S3) (8N) (TRIGGER? OR PROMPT? OR (SET OR SETS OR SETTING) ()OFF OR INITIAT? OR START? OR BEGIN? OR COMMENC?)
S7	56026	S1(8N) (STAGE? OR TIER? OR STEP??? OR PHASE? OR LEVEL? OR SEQUENC? OR SEGMENT? OR PERIODIC?)
S8	612	S3 (6N) (DIRECT OR IMMEDIATE? OR INSTANT?)
S9	25	AU=( BERGH C? OR BERGH, C? OR BERGH (2N) (C OR CHRIS?))
S10	631	AU=( BAUER M? OR BAUER, M? OR BAUER (2N) (M OR MICHAEL OR M-IKE))
S11	12	AU=( MICHON S? OR MICHON, S? OR MICHON (2N) (S OR SIDRA))
S12	2	AU=( MILOUSHEV Z? OR MILOUSHEV, Z? OR MILOUSHEV(2N) (Z OR Z-ACK))
S13	2	AU=( FURBISH K? OR FURBISH, K? OR FURBISH (2N) (K OR KEVIN))
S14	5	AU=( EVETT C? OR EVETT, C? OR EVETT (2N) (C OR CHARLES))
S15	12	AU=( ERMAN G? OR ERMAN, G? OR ERMAN (2N) (G OR GREG?))
S16	48	AU=( MANDEL J? OR MANDEL, J? OR MANDEL (2N) (J OR JOHN))
S17	719	S9:S16
S18	89	S17 AND (S1 OR S3)
S19	9	S18 AND IC=(G06F OR G07G OR G06Q)
S20	202	S2(S)S3(S)S4
S21	60	S20(S)S5
S22	35	S21 AND IC=(G06F-017/60 OR G06F-0017/60 OR G07G-001/00 OR - G07G-0001/00 OR G06F-017/30 OR G06F-0017/30 OR G06Q-010/00 OR G06Q-0010/00 OR G06Q-030/00 OR G06Q-0030/00)
S23	69	S20(S)(S6 OR S7 OR S8)
S24	41	S23 AND IC=(G06F-017/60 OR G06F-0017/60 OR G07G-001/00 OR - G07G-0001/00 OR G06F-017/30 OR G06F-0017/30 OR G06Q-010/00 OR G06Q-0010/00 OR G06Q-030/00 OR G06Q-0030/00)
S25	57	S22 OR S24
S26	27	S25 NOT AD=20010206:20100425/PR

26/3, K/1 (Item 1 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2010 WIPO/Thomson. All rts. reserv.  
00883021 \*\*Image available\*\*  
MARKETING SYSTEMS AND METHODS

S16        353     AU=( MANDEL J? OR MANDEL, J? OR MANDEL (2N) (J OR JOHN))  
S17        2642     S9:S16  
S18        9        S17 AND (S2 OR S3)  
S19        83       S2 AND S3 AND S4  
S20        15       S19 AND (S5 OR S6 OR S7 OR S8)  
S21        8        S20 NOT S20/2002:2010  
S22        8        RD (unique items)  
S23        716      (S2 OR S3) AND S4 AND S5  
S24        42       S23 AND (S6 OR S7 OR S8)  
S25        23       S24 NOT S24/2002:2010  
S26        23       RD (unique items)  
S27        20       S2(25N)S3(25N)S4  
S28        14       S27 NOT S27/2002:2010  
S29        13       RD (unique items)

22/5/1      (Item 1 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online  
(c) 2010 ProQuest Info&Learning. All rts. reserv.

01801325 ORDER NO: AADAA-I9941420

PERSUASION AND THE NEW MEDIA: INTERACTIVE MARKETING COMMUNICATIONS AND  
ATTITUDE CHANGE PROCESSES (WORLD WIDE WEB, E-COMMERCE, MASS CUSTOMIZATION)

Author: ROEHM, HARPER ANDREW, JR.

Degree: PH.D.

Year: 1999

Corporate Source/Institution: THE OHIO STATE UNIVERSITY (0168)

Adviser: CURTIS P. HAUGTVEDT

Source: VOLUME 60/08-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 3027. 372 PAGES

Descriptors: BUSINESS ADMINISTRATION, MARKETING ; MASS COMMUNICATIONS

Descriptor Codes: 0338; 0708

This dissertation examines the influence of different kinds of customization of advertisements that are presented to consumers in the context of Web Pages in a naturalistic setting. It is proposed that customized messages will motivate and/or facilitate greater elaboration of product information, resulting in more extreme attitudes. Additionally, elaboration results in stronger attitudes (attitudes that serve as better guides to behavior; see Petty, Haugtvedt, & Smith, 1995).

Two customization techniques are employed. In Study 1, the importance of specific product attributes (information obtained from the consumer via the web page) is used to rearrange and differentially highlight features of a product. In Study 2, matching the tone of message to personal characteristics of the consumer is examined.

Each study measures reactions to customized and non-customized versions of the advertisements by randomly assigned groups of consumers. This design allows inferences to be made about the degree of attitude and purchase enhancement (or decrement) attributed to customization. The studies provide support for the hypotheses and have important implications for the design and implementation of marketing communication strategies that include a WWW component.

22/5/2      (Item 2 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online  
(c) 2010 ProQuest Info&Learning. All rts. reserv.

method of communication. Examples are given of different types of promotion recently used and criteria for success are examined.

Descriptors: COMMUNICATION; CONSUMER; CRITERIA; DEMAND; ELEMENT; LONG; MARKETING MIX; MARKETING TOOL; METHOD; OBJECTIVE; PICKING RESISTANCE; PROMOTION; SALES PROMOTION; SHORT-TERM; STRATEGY; SUBSTITUTE; SUPPORT; TARGET; TIME

Section Headings: Advertising and promotion (4260); Marketing (4250)

## B. NPL Files, Full-text

File 634:San Jose Mercury Jun 1985-2010/Apr 23  
(c) 2010 San Jose Mercury News  
File 20:Dialog Global Reporter 1997-2010/Apr 25  
(c) 2010 Dialog  
File 15:ABI/Inform(R) 1971-2010/Apr 24  
(c) 2010 ProQuest Info&Learning  
File 624:McGraw-Hill Publications 1985-2010/Apr 24  
(c) 2010 McGraw-Hill Co. Inc  
File 635:Business Dateline(R) 1985-2010/Apr 24  
(c) 2010 ProQuest Info&Learning  
File 570:Gale Group MARS(R) 1984-2010/Mar 23  
(c) 2010 Gale/Cengage

Set	Items	Description
S1	713921	(OFFER OR OFFERS OR AD OR ADS OR ADVERTISEMENT? OR COMMERCIAL OR COMMERCIALS OR PROMOTION OR PROMOTIONS OR PROMOTIONAL(-)MESSAGE?) (5N) (DELIVER? OR SEND? OR SENT OR DISTRIBUT? OR COMMUNICAT? OR PRESENT? OR TRANSMISS? OR TRANSMIT? OR FORWARD? OR DISPLAY?)
S2	4349335	CAMPAIGN OR CAMPAIGNS OR (MARKETING OR PROMOTION?) (2N) (PLAN OR PLANS OR STRATEGY OR STRATEGIES OR PROGRAM? OR EFFORT OR -EFFORTS OR ACTIVITY OR ACTIVITIES)
S3	1560566	(DIFFERENT OR VARIOUS OR VARY? OR VARIED OR VARIETY OR VARIETIES OR DISTINCT OR SEPARATE OR SEVERAL OR DIVERSE) (5N) (LIFECYCLE? OR LIFE()CYCLE? OR TIMING? OR SCHEDULE? OR TIME(2N) (PLAN OR PLANS) OR TYPE?? OR KIND?? OR STYLE?? OR FORM?? OR APPROACH?? OR TECHNIQUE?? OR DESIGN?? OR METHOD???)
S4	6895506	RULES OR RULES OR INSTRUCTION OR INSTRUCTIONS OR GUIDE? OR DIRECTION?
S5	645654	(S2 OR OFFER OR OFFERS OR AD OR ADS OR ADVERTISEMENT? OR COMMERCIAL OR COMMERCIALS OR PROMOTION OR PROMOTIONS OR PROMOTIONAL(-)MESSAGE?) (5N) (TRIGGER? OR PROMPT? OR (SET OR SETS OR SETTING) ()OFF OR INITIAT? OR START? OR BEGIN? OR COMMENC?)
S6	497438	(OFFER OR OFFERS OR AD OR ADS OR ADVERTISEMENT? OR COMMERCIAL OR COMMERCIALS OR PROMOTION OR PROMOTIONS OR PROMOTIONAL(-)MESSAGE?) (8N) (STAGE? OR TIER? OR STEP??? OR PHASE? OR LEVEL? OR SEQUENC? OR SEGMENT? OR PERIODIC?)
S7	90876	S2 (6N) (DIRECT OR IMMEDIATE? OR INSTANT?)
S8	0	AU=( BERGH C? OR BERGH, C? OR BERGH (2N) (C OR CHRIS?))
S9	66	AU=( BAUER M? OR BAUER, M? OR BAUER (2N) (M OR MICHAEL OR MIKE))
S10	0	AU=( MICHON S? OR MICHON, S? OR MICHON (2N) (S OR SIDRA))
S11	0	AU=( MILOUSHEV Z? OR MILOUSHEV, Z? OR MILOUSHEV (2N) (Z OR Z-ACK))

S12	0	AU=( FURBISH K? OR FURBISH, K? OR FURBISH (2N)(K OR KEVIN))
S13	0	AU=( EVETT C? OR EVETT, C? OR EVETT (2N)(C OR CHARLES))
S14	0	AU=( ERMAN G? OR ERMAN, G? OR ERMAN (2N)(G OR GREG?))
S15	38	AU=( MANDEL J? OR MANDEL, J? OR MANDEL (2N)(J OR JOHN))
S16	104	S9 OR S15
S17	4	S16 AND (S1 OR S2)
S18	691	S1(S)S2(S)S3
S19	196	S18(S)S4
S20	75	S19(S)(S5 OR S6 OR S7)
S21	2	S20 NOT S20/2002:2010
S22	10	S19 NOT S19/2002:2010
S23	10	RD (unique items)
S24	1313662	(CUSTOMER? OR CONSUMER? OR RECIPIENT? OR INDIVIDUAL?? OR PERSON?? OR SHOPPER? OR BUYER?? OR USER? OR CLIENT? OR RECEIVING() (PARTY OR PARTIES))(7N)(ENGAGE? OR BEHAVIOR? OR BEHAVIOUR? OR INTERACT? OR ACT OR ACTS OR ACTING OR ACTED OR ACTION OR - ACTIONS OR HISTORY OR HISTORIES OR RESPONSE?)
S25	903618	(CONDITION OR CONDITIONS OR SITUATION OR SITUATIONS OR CRITERIA)(6N)(WHEN OR OCCUR? OR HAPPEN? OR DEPEND? OR CONTINGENT OR MEET? OR MET OR TRUE)
S26	166	S18(S)(S24 OR S25)
S27	12	S26 NOT S26/2002:2010
S28	12	RD (unique items)

21/3,K/2 (Item 2 from file: 20)  
 DIALOG(R)File 20:Dialog Global Reporter  
 (c) 2010 Dialog. All rts. reserv.  
 12575980 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
 MessageMedia Unveils TargetDB Closed-Loop Marketing Database; TargetDB to Help Marketers Increase Effectiveness of Online, Offline Campaigns  
 BUSINESS WIRE  
 August 28, 2000  
 JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT  
 WORD COUNT: 936

... designer allows users to develop multi-segment and multi-offers for trigger-based communication strategies. The response management module allows clients to define the business rules for a specific response to a promotion and capture those responses for analysis and reporting. MessageMedia's TargetDialogue(tm) is powered by xChange.

TargetNow(tm...).

23/3,K/1 (Item 1 from file: 20)  
 DIALOG(R)File 20:Dialog Global Reporter  
 (c) 2010 Dialog. All rts. reserv.  
 24842998  
 Planning a strategic future  
 MEDIA WEEK  
 June 21, 2000  
 JOURNAL CODE: WMWK LANGUAGE: English RECORD TYPE: FULLTEXT  
 WORD COUNT: 1313

... such as Interfocus, are operating within the same broad field as

28/3,K/12 (Item 1 from file: 570)  
DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2010 Gale/Cengage. All rts. reserv.  
01748409 Supplier Number: 54505548 (USE FORMAT 7 FOR FULLTEXT)  
Marketers need to communicate real brand values in the right style via the  
right medium to win back lost consumers.  
Brand Strategy, pNA  
April 23, 1999  
ISSN: 0965-9390  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 1326  
TEXT:

A phenomenon that presents potentially major problems for the brand in developed markets is the fact that many consumers are becoming disenfranchised from the marketing effort. The consumer has become more marketing literate and, in not-so-extreme cases, cynical about marketing and advertising. They are frequently able to deconstruct brand...

...playing an increasing role. Downshifting has become popular as consumers look for alternatives to the accelerating pace of a high-pressure life. 'Excessive' marketing may act as one trigger for this behaviour. Furthermore, consumers have been taught that they have a voice. Research by Ventura in 1998 showed that the British complained more than other Europeans, 25-34 year...

...shoddy products. We believe that customer service will become the new marketing battleground for the next decade. A 1998 survey commissioned by the UK magazine Campaign showed that 52% of consumers switch channels during the commercial break. One of the major issues facing marketers today is the increase in the number...

...than it was in the past. More choice means a smaller audience for each opportunity. Add to this the possibility of changing TV channels during advertisement breaks or fast-forwarding video cassettes during playback and it becomes increasingly difficult to reach the viewer. Towards the end of 1998, the UK magazine SuperMarketing reported a degree...

...services companies. Communications media should be used selectively. While we would advocate using a full range of communications options, this does not mean a scattergun approach. Instead, companies should evaluate different media channels so that the role of an individual channel can be defined and its effectiveness closely monitored. The style of the message should be...

(c) 2010 Irish Times  
File 710:Times/Sun.Times(London) Jun 1988-2010/Apr 25  
(c) 2010 Times Newspapers  
File 711:Independent(London) Sep 1988-2006/Dec 12  
(c) 2006 Newspaper Publ. PLC  
File 756:Daily/Sunday Telegraph 2000-2010/Apr 25  
(c) 2010 Telegraph Group  
File 757:Mirror Publications/Independent Newspapers 2000-2010/Apr 17  
(c) 2010

File 387:The Denver Post 1994-2010/Apr 23  
     (c) 2010 Denver Post  
 File 471:New York Times Fulltext 1980-2010/Apr 25  
     (c) 2010 The New York Times  
 File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06  
     (c) 2002 Phoenix Newspapers  
 File 494:St LouisPost-Dispatch 1988-2010/Apr 24  
     (c) 2010 St Louis Post-Dispatch  
 File 631:Boston Globe 1980-2009/Dec 30  
     (c) 2010 Boston Globe  
 File 633:Phil.Inquirer 1983-2010/Apr 25  
     (c) 2010 Philadelphia Newspapers Inc  
 File 638:Newsday/New York Newsday 1987-2010/Apr 25  
     (c) 2010 Newsday Inc.  
 File 640:San Francisco Chronicle 1988-2010/Apr 25  
     (c) 2010 Chronicle Publ. Co.  
 File 641:Rocky Mountain News Jun 1989-2009/Jan 16  
     (c) 2009 Scripps Howard News  
 File 702:Miami Herald 1983-2010/Apr 25  
     (c) 2010 The Miami Herald Publishing Co.  
 File 703:USA Today 1989-2010/Apr 23  
     (c) 2010 USA Today  
 File 704:(Portland)The Oregonian 1989-2010/Apr 24  
     (c) 2010 The Oregonian  
 File 713:Atlanta J/Const. 1989-2010/Apr 25  
     (c) 2010 Atlanta Newspapers  
 File 714:(Baltimore) The Sun 1990-2010/Apr 24  
     (c) 2010 Baltimore Sun  
 File 715:Christian Sci.Mon. 1989-2009/Dec 07  
     (c) 2009 Christian Science Monitor  
 File 725:(Cleveland)Plain Dealer Aug 1991-2010/Apr 24  
     (c) 2010 The Plain Dealer  
 File 735:St. Petersburg Times 1989- 2010/Apr 23  
     (c) 2010 St. Petersburg Times

Set	Items	Description
S1	97189	(OFFER OR OFFERS OR AD OR ADS OR ADVERTISEMENT? OR COMMERCIAL OR COMMERCIALS OR PROMOTION OR PROMOTIONS OR PROMOTIONAL(-)MESSAGE?) (5N) (DELIVER? OR SEND? OR SENT OR DISTRIBUT? OR COMMUNICAT? OR PRESENT? OR TRANSMISS? OR TRANSMIT? OR FORWARD? OR DISPLAY?)
S2	2030622	CAMPAIGN OR CAMPAIGNS OR (MARKETING OR PROMOTION?) (2N) (PLAN OR PLANS OR STRATEGY OR STRATEGIES OR PROGRAM? OR EFFORT OR -EFFORTS OR ACTIVITY OR ACTIVITIES)
S3	537282	(DIFFERENT OR VARIOUS OR VARY? OR VARIED OR VARIETY OR VARIETIES OR DISTINCT OR SEPARATE OR SEVERAL OR DIVERSE) (5N) (LIFECYCLE? OR LIFE()CYCLE? OR TIMING? OR SCHEDULE? OR TIME(2N) (PLAN OR PLANS) OR TYPE?? OR KIND?? OR STYLE?? OR FORM?? OR APPROACH?? OR TECHNIQUE?? OR DESIGN?? OR METHOD??)
S4	3158224	RULES OR RULES OR INSTRUCTION OR INSTRUCTIONS OR GUIDE? OR DIRECTION?
S5	209500	(S2 OR OFFER OR OFFERS OR AD OR ADS OR ADVERTISEMENT? OR COMMERCIAL OR COMMERCIALS OR PROMOTION OR PROMOTIONS OR PROMOTIONAL()MESSAGE?) (5N) (TRIGGER? OR PROMPT? OR (SET OR SETS OR SETTING)()OFF OR INITIAT? OR START? OR BEGIN? OR COMMENC?)
S6	90764	(OFFER OR OFFERS OR AD OR ADS OR ADVERTISEMENT? OR COMMERCIAL OR COMMERCIALS OR PROMOTION OR PROMOTIONS OR PROMOTIONAL(-)

)MESSAGE?) (8N) (STAGE? OR TIER? OR STEP??? OR PHASE? OR LEVEL?  
 OR SEQUENC? OR SEGMENT? OR PERIODIC?)

S7 16121 S2(6N) (DIRECT OR IMMEDIATE? OR INSTANT?)  
 S8 0 AU=( BERGH C? OR BERGH, C? OR BERGH (2N) (C OR CHRIS?))  
 S9 2177 AU=( BAUER M? OR BAUER, M? OR BAUER (2N) (M OR MICHAEL OR M-  
 IKE))  
 S10 0 AU=( MICHON S? OR MICHON, S? OR MICHON (2N) (S OR SIDRA))  
 S11 0 AU=( MILOUSHEV Z? OR MILOUSHEV, Z? OR MILOUSHEV(2N) (Z OR Z-  
 ACK))  
 S12 0 AU=( FURBISH K? OR FURBISH, K? OR FURBISH (2N) (K OR KEVIN))  
 S13 0 AU=( EVETT C? OR EVETT, C? OR EVETT (2N) (C OR CHARLES))  
 S14 0 AU=( ERMAN G? OR ERMAN, G? OR ERMAN (2N) (G OR GREG?))  
 S15 1 AU=( MANDEL J? OR MANDEL, J? OR MANDEL (2N) (J OR JOHN))  
 S16 2178 S9 OR S15  
 S17 16 S16 AND (S1 OR S2)  
 S18 14 S1(S)S2(S)S3  
 S19 123 S1(S)S2(S)S4  
 S20 18 S19(S) (S5 OR S6 OR S7)  
 S21 254844 (CUSTOMER? OR CONSUMER? OR RECIPIENT? OR INDIVIDUAL?? OR P-  
 ERSO?? OR SHOPPER? OR BUYER?? OR USER? OR CLIENT? OR RECEIVI-  
 NG() (PARTY OR PARTIES)) (7N) (ENGAGE? OR BEHAVIOR? OR BEHAVIOUR?  
 OR INTERACT? OR ACT OR ACTS OR ACTING OR ACTED OR ACTION OR -  
 ACTIONS OR HISTORY OR HISTORIES OR RESPONSE?)  
 S22 268269 (CONDITION OR CONDITIONS OR SITUATION OR SITUATIONS OR CRI-  
 TERIA) (6N) (WHEN OR OCCUR? OR HAPPEN? OR DEPEND? OR CONTINGENT  
 OR MEET? OR MET OR TRUE)  
 S23 4 S19(S) (S21 OR S22)  
 S24 8 S1(S)S2(S) (S5 OR S6 OR S7) (S) (S21 OR S22)  
 S25 38 S18 OR S20 OR S23 OR S24  
 S26 27 S25 NOT S25/2002:2010  
 S27 22 RD (unique items)

27/3,K/3 (Item 3 from file: 710)  
 DIALOG(R)File 710:Times/Sun.Times(London)  
 (c) 2010 Times Newspapers. All rts. reserv.  
 05124873  
 MAILSHOTS RIGHT ON TARGET DIRECT MARKETING FOCUS  
 Times of London (TL) - Monday, September 25, 1989  
 By: Martin Croft  
 Section: Features  
 Word Count: 833

... or commercials on television or radio, which include an invitation to contact the advertiser usually by telephone, or by the return of a coupon. A direct marketing campaign will frequently involve a combination of these techniques....

27/3,K/5 (Item 1 from file: 387)  
 DIALOG(R)File 387:The Denver Post  
 (c) 2010 Denver Post. All rts. reserv.  
 00618157 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
 Marketing, field sales on agenda  
 The Denver Post  
 Denver Post, MON1 ED, P E-02

Chiat/Day has been presenting commercials for Energizer batteries that begin as if they were commercials for other products, and a campaign the agency created for TV Guide offered mock segments from dull television programs like "Polka Time."

Certainly not every commercial can be created without influences. Other spots shown during Super Bowl...

27/3, K/19 (Item 1 from file: 715)  
DIALOG(R)File 715:Christian Sci.Mon.

(c) 2009 Christian Science Monitor. All rts. reserv.  
09401702

PRIVACY ADVOCATES' NEXT BATTLE: INTERACTIVE TV  
Christian Science Monitor (CH) - Wednesday, June 27, 2001  
By: Alexandra Marks Staff writer of The Christian Science Monitor  
Edition: ALL Section: USA Page: 1  
Word Count: 758

TEXT:

... ultimate interactive marketing tool. But privacy advocates contend it will be more like Big Brother. Aurora will test new software that will allow advertisers to send a Pampers commercial into a home with children, while at the same time, the bachelor in a condo down the road gets an ad for the new Audi...

... overblown. Indeed, AT&T Broadband's experiment in Aurora, which begins this fall, is designed first and foremost to see if the basic technology that sends different commercials into different homes will actually work outside of the laboratory. As for data collection, they point out that the 1984 Cable Act prevents them from sharing customers' "personally identifiable" information with anyone. AT&T, in fact, is buying general information about people and their neighborhoods from third-party marketing companies - the kind used in direct-mail campaigns ....

... individual consumers," says the report. Chester and his staff spent months collecting industry documents and going to trade shows to monitor the development and the direction of this nascent technology. They found such things as software for cable set-top boxes that will register whether you click off in the middle...

... 1984 Cable Act does not prevent TV satellite companies or phone companies from sharing information. It calls on Congress to begin setting out clear privacy guidelines before the technology spreads. By 2006, as many as 50 million US homes could have interactive TV. But the industry again says such concerns are exaggerated. The world's leading interactive technology and TV companies have formed an industry-wide group to monitor privacy issues and recommend guidelines for self-regulation. "(They are) trying to be very clear about what kind of information..."

File 9:Business & Industry(R) Jul/1994-2010/Apr 24  
(c) 2010 Gale/Cengage

File 148:Gale Group Trade & Industry DB 1976-2010/Apr 23  
(c) 2010 Gale/Cengage

File 160:Gale Group PROMT(R) 1972-1989

(c) 1999 The Gale Group  
 File 275:Gale Group Computer DB(TM) 1983-2010/Mar 17  
 (c) 2010 Gale/Cengage  
 File 621:Gale Group New Prod.Annou.(R) 1985-2010/Mar 08  
 (c) 2010 Gale/Cengage  
 File 636:Gale Group Newsletter DB(TM) 1987-2010/Mar 23  
 (c) 2010 Gale/Cengage

Set	Items	Description
S1	637723	(OFFER OR OFFERS OR AD OR ADS OR ADVERTISEMENT? OR COMMERCIAL OR COMMERCIALS OR PROMOTION OR PROMOTIONS OR PROMOTIONAL(-)MESSAGE?) (5N) (DELIVER? OR SEND? OR SENT OR DISTRIBUT? OR COMMUNICAT? OR PRESENT? OR TRANSMISS? OR TRANSMIT? OR FORWARD? OR DISPLAY?)
S2	2037018	CAMPAIGN OR CAMPAIGNS OR (MARKETING OR PROMOTION?) (2N) (PLAN OR PLANS OR STRATEGY OR STRATEGIES OR PROGRAM? OR EFFORT OR -EFFORTS OR ACTIVITY OR ACTIVITIES)
S3	960657	(DIFFERENT OR VARIOUS OR VARY? OR VARIED OR VARIETY OR VARIETIES OR DISTINCT OR SEPARATE OR SEVERAL OR DIVERSE) (5N) (LIFECYCLE? OR LIFE()CYCLE? OR TIMING? OR SCHEDULE? OR TIME(2N) (PLAN OR PLANS) OR TYPE?? OR KIND?? OR STYLE?? OR FORM?? OR APPROACH?? OR TECHNIQUE?? OR DESIGN?? OR METHOD???)
S4	3365684	RULES OR RULES OR INSTRUCTION OR INSTRUCTIONS OR GUIDE? OR DIRECTION?
S5	314559	(S2 OR OFFER OR OFFERS OR AD OR ADS OR ADVERTISEMENT? OR COMMERCIAL OR COMMERCIALS OR PROMOTION OR PROMOTIONS OR PROMOTIONAL(-)MESSAGE?) (5N) (TRIGGER? OR PROMPT? OR (SET OR SETS OR S-ETTING) ()OFF OR INITIAT? OR START? OR BEGIN? OR COMMENC?)
S6	398496	(OFFER OR OFFERS OR AD OR ADS OR ADVERTISEMENT? OR COMMERCIAL OR COMMERCIALS OR PROMOTION OR PROMOTIONS OR PROMOTIONAL(-)MESSAGE?) (8N) (STAGE? OR TIER? OR STEP??? OR PHASE? OR LEVEL? OR SEQUENC? OR SEGMENT? OR PERIODIC?)
S7	72238	S2 (6N) (DIRECT OR IMMEDIATE? OR INSTANT?)
S8	4	AU=( BERGH C? OR BERGH, C? OR BERGH (2N) (C OR CHRIS?))
S9	56	AU=( BAUER M? OR BAUER, M? OR BAUER (2N) (M OR MICHAEL OR M-IKE))
S10	0	AU=( MICHON S? OR MICHON, S? OR MICHON (2N) (S OR SIDRA))
S11	0	AU=( MILOUSHEV Z? OR MILOUSHEV, Z? OR MILOUSHEV(2N) (Z OR Z-ACK))
S12	0	AU=( FURBISH K? OR FURBISH, K? OR FURBISH (2N) (K OR KEVIN))
S13	2	AU=( EVETT C? OR EVETT, C? OR EVETT (2N) (C OR CHARLES))
S14	0	AU=( ERMAN G? OR ERMAN, G? OR ERMAN (2N) (G OR GREG?))
S15	35	AU=( MANDEL J? OR MANDEL, J? OR MANDEL (2N) (J OR JOHN))
S16	97	S8 OR S9 OR S13 OR S15
S17	3	S16 AND (S1 OR S2)
S18	240	S1(S)S2(S)S3
S19	23	S18(S)S4
S20	52	S18(S) (S5 OR S6 OR S7)
S21	1146874	(CUSTOMER? OR CONSUMER? OR RECIPIENT? OR INDIVIDUAL?? OR PERSON?? OR SHOPPER? OR BUYER?? OR USER? OR CLIENT? OR RECEIVING() (PARTY OR PARTIES)) (7N) (ENGAGE? OR BEHAVIOR? OR BEHAVIOUR? OR INTERACT? OR ACT OR ACTS OR ACTING OR ACTED OR ACTION OR -ACTIONS OR HISTORY OR HISTORIES OR RESPONSE?)
S22	364141	(CONDITION OR CONDITIONS OR SITUATION OR SITUATIONS OR CRITERIA) (6N) (WHEN OR OCCUR? OR HAPPEN? OR DEPEND? OR CONTINGENT OR MEET? OR MET OR TRUE)
S23	32	S18(S) (S21 OR S22)

S24        18     S18(S)S5  
S25        78     S19 OR S20 OR S23 OR S24  
S26        36     S25 NOT S25/2002:2010  
S27        32     RD    (unique items)

27/3,K/2    (Item 2 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2010 Gale/Cengage. All rts. reserv.  
01406297 Supplier Number: 24078534  
Juno Links Non-Net E-Mail Users To Advertiser Web Sites  
(Juno, which calls itself the Internet's largest e-mail service provider,  
added a Web "clickthrough" feature to its free e-mail service)  
Newsbytes News Network, p N/A  
November 04, 1997  
DOCUMENT TYPE: Journal (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 640

TEXT:

...3.4 million e-mail subscribers to immediately access an advertiser's pre-loaded home page on the Web. The interactive advertisements on Juno take several forms, including banner ads that appear at the top of the screen while a member reads and writes e-mail, and "pop-up" ads that appear at the start of a member's session. Web clickthrough can be enabled for both types of ads, at each advertiser's discretion. "E-mail is the push..."

...to the needs of advertisers by giving them a more powerful set of tools than they have ever had before." Cherins said Juno logs all ad impressions displayed to its members, and provides regular campaign reports detailing precisely how many people were shown an ad, how many clicked on it to display further information, how many chose to respond, and...

...down along relevant demographic lines. "All impressions displayed over Juno are guaranteed," Cherins said, with advertisers being charged only for the number of times their ads are actually displayed to Juno members. Cherins said that advertisers on Juno include American Airlines, American Express, Bausch & Lomb, BMW, Bristol-Myers Squibb, Celebrity Cruises, Chase Manhattan Bank...

27/3,K/7    (Item 4 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c) 2010 Gale/Cengage. All rts. reserv.  
12365133    SUPPLIER NUMBER: 62828252    (USE FORMAT 7 OR 9 FOR FULL TEXT)  
Retailers Become ISPs Via Dial-Up Access.(Industry Trend or Event)  
Lodge, Mathew  
Telecommunications, 34, 3, 39  
March, 2000  
ISSN: 0278-4831    LANGUAGE: English    RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 1386    LINE COUNT: 00115

... the money was well spent. With on-line advertising, the feedback is immediate, and if the campaign isn't working, the advertiser can quickly